

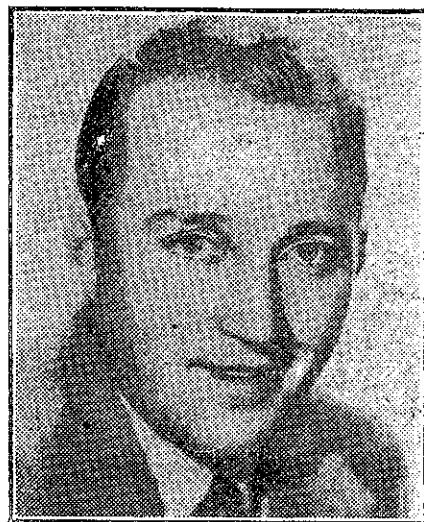
The House of Crosby

Crooning is Almost the Least of Bing's Activities Which Make Him the Rothschild of Hollywood

Special to the "Record"

by

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BING CROSBY

... No wonder he looks tired.

WHEN you've heard Bing Crosby crooning in that "tired baritone" of his, both on the air and on the screen, you may have thought him a dreamy sort of person, capable of earning a pretty fair salary as a singer and actor, but not going far beyond that. In actual fact, Crosby is one of the most hard-headed business men in America, and his salary cheque from screen and radio is not by any means the only part of his income.

On the screen, Crosby always gives me the impression of being faintly apologetic as well as tired. Not that I think he's got anything to be apologetic about, because when it comes to admiring Bing's talents as a comedian my brow is so low that my eyebrows blend with my hair. Yet he may have more reason for looking tired, for his off-screen interests—apart from radio work—include gramophone recording, personal appearances, gold mines, an actors' agency, land deals, a music-publishing company, racehorse training, control of a turf club, and prize-fight promoting.

In his spare time, he leads a happy married life that is an example to many other Hollywood stars; and he has become the father of three healthy boys—including twins.

And Bing—his real name is Harry L. Crosby, jun.—is only 33 years old!

CROSBY'S yearly income is reported to be at least 500,000 dollars. Through a maze of corporate financial structures (including Bing Crosby, Inc., Crosby Productions, Inc., and the Crosby Investment Company), the mild-mannered actor is putting his money to work on a variety of investments with the risk spread in a way that would satisfy the most wary of financiers.

Crosby the crooner receives a fancy-figured salary for movie acting and radio singing. Exact figures are hard to obtain—because the income tax authorities come down heavily on film stars—but it is believed that Crosby receives 100,000 dollars or more for each picture he makes for Paramount.

He also earns several thousand dollars weekly—probably 5000—for his radio appearances. It is estimated that by 1940 he will have reached the peak of 7500 dollars weekly from this source alone.



Mrs. Crosby (the actress Dixie Lee), with one of her husband's four-legged assets, at their estate of Rancho Santa Fe.

CROSBY'S professional income is only a start, but it is the basis of financial dealings of what, for all practical purposes, can be called the Crosby interests, employing the combined resources of the entire Crosby family. The House of Crosby, in its way, is not unlike the House of Rothschild.

The leading Crosby financial institution appears to be Bing Crosby, Inc., of which the actor is president; his brother, Everett, secretary-treasurer; another brother, Larry, and his father, Harry L. Crosby, directors. The elder Crosby is also accountant and book-keeper of the multifarious Crosby interests.

So extensive have become the Crosby affairs, that the family abandoned its offices in the crooner's quarters at the Paramount studio to establish separate offices in the Hollywood business district.

The acting agency and the music publishing house illustrate the business acumen of the Crosby family, guiding light of which, in economic matters at least, is Everett Crosby, a hard-headed, businesslike manager. Everett is 41 years old. (Contd. on page 40.)